Syllabus LIS 645 201 Public Libraries – Fall Semester 2012
Dates of Semester: August 22 – December 14
Course to be Conducted Online

Instructor: Dennis Carrigan    email: carrigan@uky.edu

Course Syllabus

Classroom sessions: LIS645 201 is an online course and has no classroom sessions.

Contact information: I retired June 30, 2011, am teaching part time, and do not have office hours as such. I prefer that you contact me via email; my address is carrigan@uky.edu. If you wish to meet with me, I require a prior appointment, and you should use email to make the appointment. My office phone number is 859.257.3316 and address is 353 Little Fine Arts Library building. The School’s general phone number is 859.257.3317 and address is 320 Little Fine Arts Library building. My virtual office hours are Monday-Friday 8:00am-4:00 pm, with the exception of those weekdays on which UK classes do not meet, e.g., Labor Day, Thanksgiving break. My goal is to respond to student communications sent to me via email within two hours of arriving at my office. In the case of email sent on a weekend or holiday, response may not be until the first “work” day following the day on which the email was sent.

Course Format: This is an online course in which I encourage discussion via Blackboard. I will use Camtasia Studio and/or the Echo 360 “lecture capture system” to record comments about aspects of course material and topics. Matt Cockerell, who works with faculty teaching online in the School of Library and Information Science, recommends that for Camtasia Studio and Echo 360 students have access to a computer with high-speed Internet access and speakers. The installed media player on Mac and PC should be able to play the files without any special updates or software.

Online Course Requirements: You will need access to an appropriate computer with a broadband Internet connection. It has been my experience with Blackboard that at times Mozilla Firefox works better than Internet Explorer. The superiority of Firefox has been especially noticeable when I grade short-answer exams. The short-answer exams have a time limit, and thus if one or the other browser allows you to move through the exam more quickly, you will want to use it when taking the exams.

Blackboard
We will use the Blackboard course management system to facilitate the class. Please visit http://www.uky.edu/Blackboard/ to learn about this system and the login requirements. There is a “test your computer” link at http://wiki.uky.edu/blackboard/Wiki%20Pages/Home.aspx that will tell you if your system has needed components for Blackboard.

Help
I am the course-instructor, not the Blackboard-fixer. There used to be a Help Desk that I’d direct students to, but when I went to the UK Site Index, H, and clicked on “Help Desk,” I was greeted with “Welcome to the UKIT Service Desk,” which you can get to at http://webapps.uky.edu/ukit/Help/ The information includes this: “Students, Faculty, and Staff may also contact the IT Service Desk to receive additional technical support by calling (859) 218-4357 or by emailing questions to helpdesk@uky.edu”
There is also a wiki for Blackboard at http://wiki.uky.edu/blackboard/Wiki%20Pages/Home.aspx.

Email
It is essential that we can depend on effective email communication. Some personal email accounts can run into problems with the UK mail spam filtering system. A UK email account is created for every student, and in my experience there is less likelihood of a problem with the UK account than with a non-UK account.

Distance Learning Library Services: At UK, students in online courses have available Distance Learning Library Services. The link to DLLS is: (http://www.uky.edu/Libraries/DLLS) Here is some of the information at that site:
Course Description: The course description reads: LIS645 PUBLIC LIBRARIES. Examines historical development of the public library and its roles in society. Topics considered include the environment of public libraries; organization and management; information needs of client groups; information resources and services provided to clients; and trends and developments in public libraries.

Course Objective: I have several objectives for the course: (i) to provide the student with an introduction to and overview of the public library, instilling in her an appreciation for what a fine and valuable institution it is and developing in him an awareness of the challenges the public library faces and the array of services it offers; (ii) to convert the course description, above, to an actual, semester-long, course of study; and (iii) to present the body of knowledge that encompasses the answer to the question, What should the student know about public libraries at the end of the course?

Course Overview: We will discuss the inception and evolution of the public library, significant developments and issues in its history, the context within which the public library competes for resources, and the challenges the public library faces and the services it offers today. There is disagreement about which public library qualifies as the first such institution in the US, but there can be no disagreement that Boston Public Library, founded in 1848, qualifies as a true public library on the basis of today's criteria. Thus, even if we use the date the Boston Public Library was founded as the birth of the public library, the institution has been around for more than a century-and-a-half. The history of the public library has been characterized by major developments alternating with periods of quiet evolution. We will examine the major developments, but I will emphasize what I believe to be the key to the success of the public library, its evolution as the nation has evolved. An important feature of public libraries' evolution has been services that respond to the needs of a diverse society – diverse not only in such ways as gender, ethnicity, and country of origin, but also in the services people turn to public libraries for: book-readers, video-viewers, family history-searchers, job-seekers, Internet-users, home-schoolers, and more – and throughout the course I will emphasize that evolution and those services.

Material I Make Available: I taught LIS 645 a number of times in classroom format prior to teaching it online. In the classroom format, I lectured from notes. For the online format, I converted my notes to sentences and paragraphs, which I make available. I think of it as making available to students the notes they would take during a lecture in a classroom. I also make available notes on/comments about many of the articles that I assign.


Additional Readings: In the class schedule, below, I include readings in addition to the McCook text, and in selecting additional readings I face a considerable challenge – keeping the number reasonable, when so much has been written and continues to be written about the public library. One way I deal with the abundance is by including supplemental readings. I include them for the student whose interest in the subject leads her/him to want to read more. Additional readings not marked supplemental are required and can be expected to show up in the form of questions on the exams. Some readings were not published recently. I include certain older articles and essays because I believe they deserve to be read in this class. Most of the articles and essays are available through University of Kentucky Libraries full-text online journals databases.

Additional Resources: Following the class schedule is an appendix in which I list a number of additional resources.

Examinations: There will be three examinations, two short-answer and one essay. The short-answer exams will occur at the middle and end of the semester and will be timed. The second short-answer exam will emphasize material introduced subsequent to the first short-answer exam but very likely will have questions from the first part of the course. The essay exam will be late in the semester. I will provide the topic, and the essay will be due two weeks later. Dates for the three exams are in the class schedule, below. The three exams will weigh equally in course grade.
Grading: The three exams will weigh equally in course grade. I will grade the essay exams comparatively. At the end of the course I will convert the points earned on the three exams to course grade on the basis of:

- 90% and above = A
- 80% to 90% = B
- 70% to 80% = C
- below 70% = E

I assign the grade of I (incomplete) only when I am convinced the student’s circumstances warrant it.

Class Schedule

Week 1 August 22: This is a short week due to the semester’s starting on Wednesday. There are three assigned readings this week, and all are things I have written and make available. I intend for them to be read in this order:
Introduction and Overview;
Forerunners to the Public Library;
The Public Library Today.

Week 2 August 27: Public library defined; number of public libraries in the US, total and by population served; contrasting views of the public library
McCork chapter 1: The Landscape of Public Libraries in the Twenty-First Century
The authors of the following essays present dramatically different views of the public library:
(Although the annual report discusses different categories of libraries, public libraries receive prominent treatment.);
Published annually by the Institute of Museum and Library Services. Statistics for the nation’s 9,200 public libraries. At this writing, August 2012, the volume for FY 2009 is the most recent available and was published in October 2011.

Week 3 September 3: History of the public library in the US (I): from the “first” public library through 1876; the important precedent of school district libraries (McCork pp. 16-17); the public library as a “public good” (McCork pp. 1, 14, 39, 108, 340, 476, 481); state enabling legislation; the education role; the watershed year, 1876
McCork chapter 2: Brahmins, Bequests, and Determined Women: The Beginnings to 1918
Upon the Objects to be Attained by the Establishment of a Public Library: Report of the Trustees of the Public Library of the City of Boston, 1852. (This valuable document is in the public domain, and I have a version whose format, to include table of contents, I believe makes it better for use in the course and that I will make available.)

Week 4 September 10: History of the public library in the US (II): 1876 through World War I; Carnegie’s contribution
William F Poole, “Some Popular Objections to Public Libraries,” Library Journal July 1993, S5-S6 (originally published in November 1876);
Dennis Carrigan, “Andrew Carnegie and the Carnegie Library Program”;
Joseph C Rizzo, “Preserving the Past by Looking into the Future,” American Libraries April 2006, 58-60 (the Carnegie legacy);
Dennis Carrigan, “The American Public Library during World War I.”

1 The April 2006 issue of Kentucky Humanities can be accessed at http://www.kyhumanities.org/images/files/magazines/April06%20Kentucky%20Humanities.pdf
**Week 5 September 17:** History of the public library in the US (III): end of World War I to the present; Enlarged Program; Smith-Towner Bill; Public Library Inquiry; “evolution of the public library message” (McCook pp. 58-64) (Although the syllabus entry reads “end of World War I to the present,” this is just an introduction to that topic, which will be elaborated throughout the rest of the course.)

**McCook chapter 3:** Public Library Growth and Values: 1918-Today

Douglas Raber, “Everything Old Is New Again,” *American Libraries* September 1999, 52-54 (on the *Public Library Inquiry* article, which began as a talk, is significant in the evolution of thinking about public libraries and their services.);


**Week 6 September 24:** Efforts to measure performance/define success: from national standards to local determination; from inputs to outcomes via outputs; from *Standards for Public Libraries* (1933) to *Strategic Planning for Results* (2008)

**McCook chapter 4:** Statistics, Standards, Planning, Results, and Qualify of Life

Rebecca Miller, et al, “Moving from Outputs to Outcomes,” *Library Journal* January 2012, 34-36 (“library leaders came to discuss the urgent need … to articulate outcomes better to stakeholders…..”);

“Standards for Public Libraries,” *Bulletin of the American Library Association* November, 1933, 513-514 (the first national standards, which I will make available);

Lowell A Martin, “The Public Library: Middle-age Crisis or Old Age?” *Library Journal* January 1, 1983, 17-22 (This article, which began as a talk, is significant in the evolution of thinking about public libraries and their services.);


Keith Curry Lance and Ray Lyons, “America’s Star Libraries: The *LJ* Index of Public Library Service 2011,” *Library Journal*, November 1, 2011, 26-33 (the better-than-Hennen that Fialkoff refers to, and the most recent article at the time of this writing, August 8, 2012).


**Week 7 October 1:** Public library and the competition for resources (I): budgets, finances, and funding; e-rate, “referenda”; the public library and politics (today’s economic climate makes the competition for resources especially challenging and the public library’s skill in the local political process all the more important)

**McCook chapter 5:** Organization, Law, Advocacy, Funding, and Politics

Michael Kelley, “The New Normal” *Library Journal*, January 2012, 37-40 (“… most libraries have still not recovered from the massive cuts inflicted since the financial crisis of 2008….” *LJ’s* annual report on public library budgets);


Carrie Lowe, “Rethinking the E-Rate,” *American Libraries*, October 2008, 62-64 (discusses an important source of funding for many public libraries);

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Marilyn Gell Mason, “Politics and the Public Library: A Management Guide,” *Library Journal*, March 15, 1989, 27-32 (Even though the article is more than 20 years old, it is an especially good discussion by a public library director of a very important subject, the public library competing for resources in the local political process).


**Week 8 October 8:** Public library and the competition for resources (II): marketing; return on investment; stimulus to investment

Helen Ruth Fleming, “Library CPR: Savvy Marketing Can Save Your Library,” *Library Journal* September 15, 1993, 32-35 (the best article I’m aware of on public library marketing, about why and how one public library developed and implemented a marketing program);

Alison Circle and Kerry BIermen, "The House Brand," *Library Journal*, June 15, 2009, 32-34 (Columbus Metropolitan Library, OH, and the importance of “brand” in a marketing plan);

Eleanor Jo Rodger, “What’s a Library Worth?” *American Libraries*, September 2007, 58-60 (the public library and its “host system,” an especially good discussion in only two pages);

Glen E Holt, Donald Elliott, & Amonia Moore, “Placing a Value on Public Library Services,” *Public Libraries* March/April 1999, 98-108 (on the St Louis Public Library Services Valuation Study);


**Supplemental:** Library Research Services, “Summary of Recent Public Library Return on Investment Studies” with links to a number of the studies; here is an example *The Economic Value of the Free Library in Philadelphia* Fels Institute of Government, University of Pennsylvania, October 2010; 3 for an introduction and overview *Worth Their Weight: An Assessment of the Evolving Field of Library Valuation* Americans for Libraries Council, 2007. 5

**Week 9 October 15 first short-answer exam (NOTE:** The exam will be available essentially two days, or 48 hours, from very early Wednesday, October 17, until 11:59 PM Thursday, October 18.)

(Monday, October 15, is the midpoint of the semester.)

**Week 10 October 22:** Delivering service (I): public library “production process”; a labor-intensive organization; public library and the digital divide (Digital divide is an example of a topic to be addressed in the course that has multiple entries in the McCook index, to several chapters. Where I place the topic in the syllabus is somewhat arbitrary.)

**McCook chapter 6:** Administration and Staffing


Normal Oder, “MLS: Hire Ground?” *Library Journal*, June 1, 2009, 44-46 (tight budgets and their effect on staffing decisions);

**McCook chapter 7:** Structure and Infrastructure

Samantha Becker, et al, *Opportunity for All: How the American Public Benefits from Internet Access at U.S. Libraries* http://www.gatesfoundation.org/learning/Documents/OpportunityForAll.pdf (This is a long report, 200 pages, but a person is able to go to parts of it, e.g., Executive Summary, Background: The Digital Divide);


**Supplemental:** ALA: E-Rate and Universal Service http://www.ala.org/ala/issuesadvocacy/telecom/erate/index.cfm

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4 [http://www.freelibrary.org/about/Fels_Report.pdf](http://www.freelibrary.org/about/Fels_Report.pdf)
5 [http://www.ila.org/advocacy/pdf/WorthTheirWeight.pdf](http://www.ila.org/advocacy/pdf/WorthTheirWeight.pdf)

**Week 11 October 29:** Delivering service (II): audiences served; the public library and the public sphere

**McCook chapter 8:** Adult Services; **McCook chapter 9:** Youth Services


**Supplemental:** Other articles in the two Library Journal best-library series:


**Week 12 November 5:** Associations and organizations; American Library Association; Public Library Association; OCLC; state library agencies; consortia; the public library in the broader arena

**McCook chapter 10:** The Interconnective Nature of the Public Library

Cathy De Rosa, et al, From Awareness to Funding: A Study of Library Support in America (Dublin, OH: OCLC, 2008) http://www.oclc.org/reports/funding/default.htm The report is more than 200 pages, and I’ve not located an “executive summary.” However, I believe a person in this course should be familiar with the report. The link takes you to a page where you have the option of downloading the complete report or the introduction and individual chapters. I hope you will read introduction, chapter 1 (From awareness to funding), chapter 7 (Conclusion), and perhaps dip into other chapters. Chapter 2 Who are the library’s financial supporters? is nearly half of the report.

**Week 13 November 12:** Public library as place, as community center, as cultural center, as commons; the notion of “third places”:

**McCook chapter 12:** The Future of Public Libraries in the Twenty-First Century: Human Rights Human Capabilities

Wayne Senville, “Libraries at the Heart of Our Communities,” Planning Commissioners Journal 75 (Summer 2009): 12-18; 9

Fran Silverman, “Much Loved Libraries, Now Much Used,” The New York Times, November 11, 2007 (“... libraries in the area … are being rebuilt or renovated, and, in the process, recast.”); 10

John N Berry III, “The Library Haines Built,” Library Journal February 1, 2005, 38-41 (Haines Borough Public Library, Alaska. “The big room and even the whole library can be rented for wedding receptions and other festivities. The Haines Homecoming Dance is held there as well.”);

Brian Kenney, “After Seattle,” Library Journal August 2005, 34-37 (article also in week 10) (The author says that in the Central Library’s Living Room Seattle Public Library “created a center for its community.”);


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8 In 1992 Library Journal introduced the annual Gale/Library Journal Library of the Year award, and in 2005 the magazine introduced the annual Best Small Library in America award. The articles in both series are useful in this course because each article takes a careful look at a single library. The articles in the series appear in the same issue each year, February 1 for Best Small Library and June 15 for Best Library. I have resisted the temptation to include a large number of the articles in the readings, but collectively the articles are a window on public library services.

9 http://www.meadpubliclibrary.org/sites/default/files/Libraries_at_the_Heart_of_our_Communities_0_0.pdf

10 http://query.nytimes.com/gst/fullpage.html?res=9B06EFDE1431F932A25752C1A9619C8B63&sec=&spon=&pagewanted=print

Monday, November 19: essay exam distributed

**Week 14 November 19**: No assignments; Thanksgiving is November 22.

**Week 15 November 26**: Public library and the digital revolution

**Digital Public Library of America**: You may have encountered reference to the Digital Public Library of America (DPLA). http://dp.la/ It is the brainchild of Robert Darnton, Carl H. Pforzheimer University Professor and Director of the Harvard University Library. He initially referred to what he had in mind as the National Digital Library but admitted that “Digital Public Library of America” [was] the name preferred by most of those who attended the workshop that met at Harvard on October 1-2 [2010].” There is a brief piece by Darnton about the DPLA in the April 15, 2011, issue of *Library Journal*, on page 12. In his LJ piece Darnton notes that “a secretariat [was established] at Harvard’s Berkman Center to handle [DPLA] correspondence and administration.”


Monday, December 3: essay exam due by 9:00 AM EST.

**Week 16 December 3**: Public library and a diverse society
For the public library, society is diverse not only in such ways as gender, ethnicity, and country-of-origin, but also in the services people turn to public libraries for. The diversity includes print-book-readers, e-book-readers, video-viewers, family history-searchers, job-seekers, Internet-users, home-schoolers, and more. The challenge is to keep the number of readings reasonable; here are some: Nanci M Hill, editor, “Public Libraries and Services to the Unemployed,” *Public Libraries*, March/April 2012, 14-21 (about programs at various public libraries); Amy Mars, “Library Service to the Homeless,” *Public Libraries*, March/April 2012, 32-35 (“Public libraries are a primary source of information and refuge for the poor and disenfranchised.”); Barbara Hoffert, “Immigrant Nation: How Public Libraries Select Materials for…,” *Library Journal*, September 1, 2008, 34-36; Denise E Agosto and June Abbas, “Teens and Social Networking: How Public Libraries Are Responding to…,” *Public Libraries*, May/June 2009, 32-37;

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http://www.ilw.com/resources/Library_Services_Immigrants.pdf

**Week 17 December 10: second short-answer exam** (NOTE: The exam will be available essentially two days, or 48 hours, from very early Wednesday, December 12, until 11:59 PM Thursday, December 13.)

Friday, December 14, is the last day of the semester.
Appendix, Additional Resources

Additional Resources: There are numerous resources available to those interested in public libraries. Here are several:

- COSLA, “an independent organization of the chief officers of state and territorial agencies designated as the state library administrative agency and responsible for statewide library development.” http://www.cosla.org.
- Although American Libraries, “the magazine of the American Library Association,” and Library Journal are not devoted exclusively to public libraries, nevertheless both publish many public-library related articles. I find especially useful the Library Journal articles published in various series, some of which I refer to in class schedule readings.

Statistics and reports: I want to make you aware of certain reports, studies, and annual volumes of statistics:12

Published annually by the Institute of Museum and Library Services. Statistics for the nation’s 9,200 public libraries. At this writing, August 2012, the volume for FY 2009 is the most recent available and was published in October 2011.

Published annually by the Kentucky Department for Libraries and Archives. Other state libraries also publish annual statistical information about their public libraries, but among the few that I’ve looked at the usefulness varies. I find the Kentucky annual volume to be quite useful.


The latest in a series of studies “conducted since 1994.” Funded by the ALA and Bill & Melinda Gates Foundation.

The Rise of E-Reading http://libraries.pewinternet.org/files/legacy-pdf/The%20rise%20of%20e-reading%204.5.12.pdf
Pew Internet & American Life Project, A Project of the Pew Research Center, April 2012
Starting a decade or so ago, studies began to appear that examined the economic value of and return on the investment in public libraries. Here are two examples:


Published by the IMLS and funded jointly by IMLS and the Bill & Melinda Gates Foundation.


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12 For annual volumes, I refer to the most recent one available at this writing, August 15, 2011.
Informing Communities: Sustaining Democracy in the Digital Age  

Report of the Knight Commission on the Information Needs of Communities in a Democracy 2009. This is not about public libraries exclusively, but the place of public libraries is discussed.

The following three reports were published by OCLC:

**Geek the Library: A Community Awareness Campaign**  
2011  
http://www.oclc.org/reports/pdfs/geekthelibrary_all.pdf

**Perceptions of Libraries, 2010: Context and Community**  

**From Awareness to Funding: A Study of Library Support in America**  
2008  
http://www.oclc.org/reports/funding/fullreport.pdf

**Long Overdue: A Fresh Look at ... Attitudes About Libraries...**  
Prepared by Public Agenda., 2006  

Library-produced publications: Public libraries are sources of publications useful in this course; here are several:

**Carnegie Library of Pittsburgh:**  
http://www.clpgh.org/ Click on ABOUT CLP (top right) and click on Background Information (last item in Who We Are). Numerous things are available, e.g., Five Year Budget Projection, Final Report of Public Private Task Force on Sustainable Library Funding, Report on the Special Audit of the Carnegie Library of Pittsburgh, RAND Study Assessing the Future of Carnegie Library of Pittsburgh, 2006 Economic Impact Study.

**Columbus Metropolitan Library,** Ohio:  
http://www.columbuslibrary.org/ Click on About (bottom of page) and then scroll down to Quick Links (on the left) and links to, e.g., Strategic Plan, Financial Report, Etc. Clicking on Financial Report takes you to annual budgets and comprehensive annual financial reports for several years.

**Charlotte Mecklenburg Library,** North Carolina: Future of the Library Task Force, *Final Report*, March 2011. This is not a publication by the library, but rather about the library. The task force was created to examine library operations and funding and make recommendations in response to a reduction in the library’s operating budget from $41.2 million in fiscal 2008-09 to $25.4 million two years later. The *Final Report*, with appendices, is long, 369 pages, and the URL is the longest I’ve encountered:  